



# TRADEMARK STYLE GUIDE

The trademarks of Red Hat, Inc. not only represent the quality, innovation, and excellence of Red Hat's products, they also represent the high caliber of our services. They are recognized the world over as a symbol of the most advanced computing technology. They serve to distinguish those products that are officially endorsed by Red Hat, Inc. and those that come from other entities. As a result, the trademarks of Red Hat, Inc. are an extremely valuable resource, and are a critical component of Red Hat's business strategy.

Over a period of years, Red Hat has worked hard to develop a consistent, high quality brand by producing computing products of the highest possible technology, innovation, and quality. Our hard work has led to several prestigious international awards and multitudes of enthusiastic users across the globe. As a result, the RED HAT® brand name and associated trademarks have tremendous value in the marketplace, and are an extremely effective sales tool. Ensuring that the RED HAT brand and trademarks are used properly and consistently will continue to develop the value of that brand, and will allow you to benefit from it.

This Guide is designed to give you clear instructions for the use of Red Hat's trademarks. Please review it carefully. This document is designed to assist you in implementing the separate written agreement you

have entered with Red Hat that permits you to use certain Red Hat trademarks. Please review that separate written agreement to understand which trademarks you are authorized to use, and to what extent and scope you may use them. The two documents go hand in hand, but nothing in this document gives you greater rights than the written contract between you and Red Hat. Rather, this Trademark Style Guide is designed to help you implement the written contract.

Keep in mind the trademarks of Red Hat are a valuable business asset, and should be treated with care and respect. In order to preserve trademark rights, all trademarks must be used consistent with these guidelines. Failure to do so can result in a loss of your rights to use the mark under your contractual agreement with Red Hat. The consistent use over time will allow the value of the marks to increase, and will allow you to benefit from that experience.

## RED HAT

The most obvious registered trademark that Red Hat has is... Red Hat. Despite what you might think from looking at the logo,

**Red Hat**  
IS ALWAYS TWO WORDS AND CAPITALIZED  
WHEN WRITTEN OUT IN TEXT.

- Never try to imitate the Red Hat logo type with regular text.
- Never use the logo type by itself in body text.

- Always keep the same font you are using for the rest of the sentence.

## **GUIDELINES FOR THE PROPER USE OF TRADEMARKS**

- Always distinguish trademarks from surrounding text with at least initial capital letters or in all capital letters.
- Always use proper trademark form and spelling.
- Never use a trademark as a noun. Always use a trademark as an adjective modifying the noun.

### **CORRECT:**

Red Hat® Enterprise Linux® operating system performance is incredible.

### **INCORRECT:**

Red Hat's performance is incredible.

- Never use a trademark as a verb. Trademarks are products or services, never actions.

### **CORRECT:**

"Set up your entire network using the Red Hat® Enterprise Linux® operating system."

### **INCORRECT:**

"RED HAT your entire network."

- Never modify a trademark to a plural form. Instead, change the generic word from the singular to the plural.

### **CORRECT:**

Corporate demand for the Red Hat® Enterprise Linux® operating system is surging."

### **INCORRECT:**

"Corporate demand for RED HAT's is surging."

- Never translate a trademark into another language.
- Never use trademarks to coin new words or names.
- Never alter a trademark in any way including through unapproved fonts or visual identifiers.
- Never use Red Hat trademarks as your own trademark, service mark, trade name, domain name, product name, or logo. You must have your own distinct name that does not include Red Hat trademarks.
- Never use or register any trademarks that are confusingly similar to, or a play on, the words Red Hat.

- Never combine your company name with the Red Hat name or use the Red Hat name in a way that it could be perceived that Red Hat and your company have an organizational link such as a joint venture.

### **INCORRECT:**

Red Hat and ABC company bring you an exciting opportunity.

### **CORRECT:**

Red Hat and ABC company have teamed together to bring you an exciting opportunity.

- Never use Red Hat trademarks in a disparaging manner or in any manner that infringes Red Hat trademark rights or violates any federal, state, or international law.
- Never use terminology that states or implies Red Hat assumes any responsibility for the performance of your products or services.
- Never abbreviate or use any Red Hat trademarks as an acronym with the exception of Red Hat Certification marks, which may be referred to as RHCE®, RHCT®, RHCA®, RHCSSTM.
- Never use the Red Hat or Shadowman logo as the most prominent logo on your website or in marketing materials. Your company name and logo should always appear as the most prominent logo on your website and in promotional materials.
- For any logo that Red Hat has licensed to you, the logo must be clickable back to [www.redhat.com](http://www.redhat.com).
- Always provide samples of advertising, webpages, or any other materials bearing Red Hat trademarks to Red Hat Legal Affairs for approval: [trademarks@redhat.com](mailto:trademarks@redhat.com)

## **LOGO TRADEMARKS**



### **Color**

It is important to use consistent coloration of the Logos. The following guidelines will ensure uniformity among all partners.

- All printing should be done on high-quality white stock paper.
- Use the exact color scheme shown on the materials enclosed with this booklet. The color red should be printed using Pantone® Matching System (PMS) 1797, and black should be black.
- Never use any colors other than the prescribed red, black, and white unless specifically authorized by Red Hat.
- If you use the Logos in black and white, do not use gray shading. For example, the hat, which is red in the full color version, should be white, not gray, in the black and white version.

#### Size

You may vary the size of the Logos to suit your needs, provided that you abide by the following guidelines.

- The minimum size of the Logos is five-eighths of an inch, or 0.7 centimeters, in height. This size may be appropriate for business cards and other small materials. There is no maximum size for the Logos in large display items such as trade show signs, blimps, and hot air balloons.
- On products, the Logos should occupy no more than 10%, and no less than 1% of the surface area of any single surface. For instance, on a box with 100 square inches on the front, the Logos should occupy no more than 10 square inches, and no less than 1 square inch.

#### Appearance

It is critical to ensure that any adjustments in size are made proportionally, so that the overall impression is not distorted. Do not adjust the length of the Logos without similarly and proportionally adjusting the height. Be sure to keep the logo intact as it exists currently. Do not use some portions of the Logos while leaving other parts out.

The Shadowman is a registered trademark. The ® should be placed just outside of the right side of the logo, even with Shadowman's shoulder. The ® if used in text, should directly follow the mark. The ® can be put into superscript, smaller, raised form, but should appear large enough that it is discernible by the naked eye.

#### ONE FINAL THING

When using Red Hat trademarks in the body of written text, you should use the following credit line in a prominent place, usually a footnote.

#### For Registered Trademarks:

[Name of Trademark] is a registered trademark of Red Hat, Inc. in the United States and other countries.

#### For Unregistered Trademarks (TM's/SM's):

[Name of Trademark] is a trademark of Red Hat, Inc. in the United States and other countries.

#### For Registered and Unregistered Trademarks:

[Name of Trademark] is a registered trademark and [Name of Trademark] is a trademark of Red Hat, Inc. in the United States and other countries.

#### CONCLUSION

The guidelines presented here establish a means to preserving trademark protection for the Red Hat trademarks, including the RED HAT "SHADOW MAN" logo. By following these guidelines, you make a wise investment in your future, as you help ensure that today's trademarks will preserve their value over time. Red Hat, Inc. looks forward to working with you throughout our relationship to develop the fame and value of the Red Hat trademarks, and we are pleased to have you as a partner in that endeavor.

Should you have any questions, please do not hesitate to contact us at [trademarks@redhat.com](mailto:trademarks@redhat.com)

Pantone is a registered trademark of Pantone, Inc. Linux is a registered trademark of Linus Torvalds.